

CONTRACT



WCCB
1 Television Place
Charlotte, NC 28205
(704)372-1800

And:

American Rambler Productions
138 Conant St
Beverly, MA 01915

| | | |
|---|--|--|
| <u>Contract / Revision</u> 136314 / | | <u>Alt Order #</u> 07904189 |
| <u>Product</u> ROMNEY/P/R | | |
| <u>Contract Dates</u> 09/19/12 - 09/25/12 | | <u>Estimate #</u> |
| <u>Advertiser</u> Mitt Romney for President | | <u>Original Date / Revision</u> 09/17/12 / 09/17/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WCCB | <u>Account Executive</u> Merideth Radow | <u>Sales Office</u> Washington-Eag |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> ROMM | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|-----------------------|----------------|------|--------|-------------------|-------------|------|-----------|--------------------|
| N 1 | WCCB | 09/19/12 | 09/21/12 | Fox News @ 10pm | 10p-1035p | | :30 | | | NM | 6 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --222-- | | | | 6 | \$1,200.00 | | | |
| N 2 | WCCB | 09/24/12 | 09/25/12 | Fox News @ 10pm | 10p-1035p | | :30 | | | NM | 4 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | 22----- | | | | 4 | \$1,800.00 | | | |
| N 3 | WCCB | 09/23/12 | 09/23/12 | Fox News Sunday | 9a-10a | | :30 | | | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | | 2 | \$100.00 | | | |
| N 4 | WCCB | 09/23/12 | 09/23/12 | Panthers Game | Panthers Game | | :30 | | | NM | 3 | \$30,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | | 3 | \$10,000.00 | | | |
| N 5 | WCCB | 09/23/12 | 09/23/12 | Fox News @ 10pm Sa/Su | 10p-1035p | | :30 | | | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | | 2 | \$750.00 | | | |
| Totals | | | | | | | | | | | 17 | \$46,100.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 08/27/12 - 09/25/12 | 17 | \$46,100.00 | \$39,185.00 |
| Totals | 17 | \$46,100.00 | \$39,185.00 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.